



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “VACCINATIONS”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).

10 Seconds

Protect your kids’ health with vaccines and boosters. Go to [InsureKidsNow.gov](#) to learn how you can get free or low-cost health coverage through Medicaid and CHIP.

15 Seconds

Protect your kids’ tomorrow by keeping their vaccines and boosters up to date. With free or low-cost health coverage through Medicaid and CHIP their immunizations are covered. Go to [InsureKidsNow.gov](#) to learn more.

30 Seconds

Protect your kids’ tomorrow by keeping their vaccines and boosters up to date. With free or low-cost coverage provided by Medicaid and CHIP, regular check-ups, immunizations, dentist visits, hospital care, mental health services, prescriptions, and more are covered. Enrollment is always open and parents may also be eligible for coverage. Visit [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW to learn more.